

## TRADE MARKETING VISION TEAMS

### AGENDA

<u>TIME</u>	<u>SUBJECT(S)</u>	<u>PRESENTER</u>
7:50-8:10	Opening Remarks/Objectives for day ♦Current Presentation Issues	BKS
8:10-9:00	Direct Account Current Issues ♦Partners 1995 Plan if S.O.M. Tanks ♦Conditions to retain Direct Status ♦Closing Loopholes in Partners	BKS  BDH
9:00-10:00	Additional Direct Account Plans ♦Allocation Management ♦McLane CRP & Roll Out ♦Returned Goods Effort ♦Industry Allowance Evaluation ♦EDI for Partners Data ♦Primary Distributor Evaluation	HWF HWF HWF HWF RSK RSK
10:00-10:15	Break	
10:15-11:30	Final Wholesale Area & Total Trade ♦1996 "Partners" Base Setting ♦1996 Wholesale Co-Marketing ♦Wholesale Network Opportunities ♦Trade Communication Strategy ♦Wholesale Trade Customer Prioritization	BKS BKS BDH BDH BDH
11:30-12:15	Category Advisor Roll Out/Plan	LSS/CC
12:15-1:00	Lunch	
1:00-1:30	1995 Retail Partners Plans-Update	GTB
1:30-2:15	Retailer Incentive Program	MBS
2:15-2:30	Break	
2:30-3:30	1996 Retail Merchandising	R. Grout

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TIME	SUBJECT(S)	PRESENTOR
3:30-4:00	1996 Retail Co-Marketing	GTB
4:00-4:15	Break	
4:15-4:45	1996 Resource Allocation	R. Fulton
4:45-5:15	Bottom Up Promotion Planning Process <ul style="list-style-type: none"> <li>♦Trade Channel Utilization</li> <li>♦Format for Steering Committee</li> </ul>	BKS
5:15-6:00	Remaining Discussion - Next Steps	Group

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